

## REFLECTING CUSTOMERS' INNOVATIVENESS AND INTENTION TO ADOPT ISLAMIC BANKING IN NIGERIA

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### ABSTRACT

*The primary objectives of this study are to investigate the relationship between consumer innovativeness and customers' intention to adopt Islamic banking (2) to investigate the role of consumer innovativeness in relationship between attitudes, social influence, perceived behavioural control and intention to adopt Islamic banking in Nigeria. The methodology that will be adopted in order to achieve the stated objectives of the research will therefore be a positivist methodology namely: the development of hypothesis to address research questions; use of questionnaire to obtain quantitative data from a reliable sample; and statistical analysis to test the hypothesis. This proposed research framework would compliment efforts of previous researchers by investigating the factors influencing customer's intention to adopt Islamic banking in Nigeria. It focuses on the relationship between consumer innovativeness, attitude, social influence, perceived behavioral control and intention to adopt the new mode of financing. In addition, it is expected that the relative influence of these independent variables will vary when consumer innovativeness was set to moderate the relationship.*

*Keywords: customers' innovativeness, intention, adopt, Islamic banking, Nigeria*

### INTRODUCTION

The emergence of Islamic banking industry as the fastest, popular and reliable financial intermediary in the world is tied up to the new product adoption. This can be seen from the wonderful reception received by the newly introduced *Shari'ah* mode of financing from Dubai in 1975 to over 300 institutions across 75 countries (El Qorchi, 2005; Fatai, 2012; Khan and Bhatti, 2008; Sun, Goh, Fam, and Xue, 2012; Thambiah, Eze, Santhapparaj, and Arumugam, 2010; Thambiah, Ramanathan, and Mazumder, 2012). More so, the wind of change that culminated in Arab spring, Euro-zone crises and Occupy Wall Street Movement, has provided additional support for the growth of Islamic banking (Nazir and Ibrahim, 2011). In other words, Islamic banks were able to withstand the 2008 global financial meltdown which serves as a harbinger to a number of maladies that impact on all conventional banks in the world (Abdulle and Kassim, 2012; Ahmed, 2010; Dusuki, 2012; Fatai, 2012; Loo, 2010). Correspondingly, Islamic banking has won the admiration of both developed and developing nations, Muslim and non-Muslim countries (Aziz, 2006; Dusuki, 2012; Fatai, 2012; Md Nawi, Yazid, and Mohammed, 2013; Sun, Goh, Fam, and Xue, 2012; Thambiah et al., 2010; Thambiah, Nathan, and Eze, 2008). In fact, recent computation of the volume of Islamic banking industry globally in 2013 has reached \$1.5 trillion and is expected to hit \$2.1 trillion by the year 2015 (arabnews, 2013).

This simply implies that conventional banks will no longer continue to hold the four aces. In other words, the monopolistic position held by these banks has now been slackened in the marketplace by the intervention of a new competitor with new mode of financing. However, the challenge currently facing the nascent industry is how this geometrical growth, driven by heartfelt Islamic customer segment be sustained and gain additional market share by appealing to customers who are open to Islamic or conventional banking (Haron, Ahmad, and Planisek, 1994; Nazir and Ibrahim, 2011). Accordingly, market share is one of the most important determinants of bank's profitability and implies monopoly in controlling prices, products and services (Haron, 1996). This has made it necessary to study customers' behavior in order to formulate market strategies particularly with regard to an infant Islamic bank like that of Nigeria. Therefore, the current task which is gigantic is how to find customers who are not only willing to learn about, buy, and use these innovations, but those who are willing to exert their influence and resources as an appropriate way to expand market for Islamic banking (Ahmad, 1994; Misbach, Surachman, Hadiwidjojo, and Armanu, 2013; Saini, Bick, and Abdulla, 2011; Sun et al., 2012). Due to increased popularity of Islamic banking, the need to expand its market share globally for higher income and maximum profit, and the urgent need to curve failure rate of some Islamic banking products, there exists a growing interest among researchers in examining customer's behavior from "the king of the market" perspective. This is crucial in determining the development of progressive and robust Islamic

banking. One of the most important factors that are proposed to explain why customer's behaved the ways they do are behavioral in nature. Behavioral factors are factors that are related to individual's intention which are translated into actual behavior (Ajzen, 1991; Ajzen and Fishbein, 1977). Several factors have been investigated as the factors influencing customers' intention to adopt Islamic banking. To date, some of the factors that have been studied include: perceived usefulness, perceived ease of use, perceived credibility and the amount of information (Amin, 2007); perceived expressiveness, perceived usefulness, perceived ease of use, the amount of information and perceived credibility (Amin, 2008); attitude, subjective norm and price of *Qardhul-Hassan* (Amin, Ghazali, and Supinah, 2010); attitude, subjective norm, price, religious obligation and government support (Amin, Rahman, Sondoh Jr, and Hwa, 2011); religious affiliation and commitment, perceived usefulness, perceived credibility, perceived financial cost, perceived self expressiveness, and subjective norm (Sun et al., 2012); financial cost, knowledge of Islamic credit card, attitude on Islamic credit card, financial recommendation, and demographic variables (Amin, 2012); attitude, subjective norm and perceived financial cost (Amin, 2013). In general, these studies acknowledged that customer's attitude, subjective norm, perceived usefulness, perceived ease of use, perceived credibility, perceived financial cost, perceived self expressiveness, the amount of information, price, religious affiliation and commitment, knowledge religious obligation, government support and demographic variables are the factors influencing intention to adopt Islamic banking.

However, while these empirical investigations are important and facilitates a better understanding of the influence of behavioural intention in relation to adoption of Islamic banking, less consideration has been given to the influence of perceived behavioral control with limited exception (Alam, Janor, Zanariah, and Ahsan, 2012; Amin, Abdul-Rahman, and Abdul-Razak, 2012, 2013; Echchabi and Aziz, 2012). Hence, studies of perceived behavioral control are scanty and neglected topic of research in the context of Islamic banking. In addition to the influence of attitude, social norm and perceived behavioral control, this study also integrates consumer innovativeness as an independent and moderating variable in the research model in order to investigate its potentialities in relation to intention to adopt Islamic banking in Northern Nigeria. The construct of consumer innovativeness despite its significance as the key to new product success has never been tested in any of the dominant Islamic banking model to date. This study is in line with Amin et al., (2013) suggestion that other determinants of intention need to be explored for future research. Meanwhile, this study argue that even if there has been previous empirical surveys conducted on the role of variables such as attitude, social influence, perceived behavioral control, and intention to adopt Islamic banking, generalization of findings may not be possible, meaning that studies of intention to adopt Islamic banking is more prevalent and experimented in Malaysia (Alam et al., 2012; Amin, 2007, 2008, 2012; Amin et al., 2012, 2013; Amin et al., 2011), Southeast Asia (Sun et al., 2012) and Morocco (Echchabi and Aziz, 2012). Hence, there is paucity of studies of this importance in Sub-Saharan Africa particularly in Nigeria. This is consistent with Alam and Sayuti (2011) suggestion that research is needed on the application of the theory of planned behaviour (TPB) in both Western and Muslim countries.

## REVIEW OF LITERATURE

### Intention to Adopt Islamic Banking

According to Rogers (2003) whose diffusion of innovation theory has primarily been used to extend the theoretical development in this field while "adoption is a decision to make full use of a new idea as the best course of action available. On the other hand, rejection is a decision not to adopt an innovation" (p. 177). Kotler (2012 p.611), the pioneer of the new school of marketing considers new product as "innovation" and adoption as "an individual's intention to become a regular user of a product" (Kotler and Keller, 2012). The construct of behavioral intention was a child of necessity when the longrun studies of the relationship between attitude and behavior achieved little success. Fishbein and Ajzen (1975) came up with the construct to remedy and mediate the relationship (Armitage and Christian, 2003). The outcome of the study achieved tremendous success and since then, attitude was no longer considered as a direct antecedent of actual behavior, but intention is the principal determinant of individual behavior (Armitage and Christian, 2003; Sheeran, 2002). Accordingly, Sheeran (2002) maintained that individual's action is a consequence of what people intend to do. In other words, intention is a product of attitude and social pressure which is later translated into actual behavior. Fishbein and Ajzen (1975) theory of reasoned action (TRA), was founded to justify these assumptions. The theory was further modified to include behaviors over which an individual has no volitional control and is named the theory of planned behavior (Ajzen, 1991).

Intention is simply defined as how hard individuals are willing to try and how much efforts they are planning to exert towards performing a behavior (Ajzen, 1991). Behavioral intention according to the founders of the theory of planned behavior (Ajzen, 1991; Ajzen, 2001) is a function of three independent antecedents namely: consumer's attitude, subjective norm and perceived behavioral control (Ajzen, 1991; Ajzen, 2002; Ajzen, 2011). The higher the level of behavioral intention, the greater will be the probability of occurrence of the actual behavior. Several empirical studies have been carried out using behavioral intention as a criterion or dependent variable with remarkable success in the field of food consumption behavior (Alam and Sayuti, 2011; Golnaz, Zainalabidin, Mad Nasir, and Eddie Chiew, 2010; Lada, Tanakinjal, and Amin, 2009), Islamic home financing (Alam et al., 2012; Amin et al., 2012, 2013; Taib, Ramayah, and Razak, 2008), Islamic personal financing (Amin et al., 2010; Amin et al., 2011), Islamic credit cards (Amin, 2012, 2013), Islamic mobile phone banking (Sun et al., 2012), Islamic Insurance (Rahim and Amin, 2011), Islamic Pawn Shops (Amin and Chong, 2011) and enrolling in Islamic accounting course (Amin, Rahman, and Ramayah, 2009).

### **Consumer innovativeness**

Islamic financial product innovation is the creation of new *Sharia*-compliant products that will capture the adoption of customers (Al-Salem, 2009). Even though, Islamic banks have achieved tremendous success in that regard, however, some financial products received little success (AbdulRazak, Mohammad, and MdTaib, 2008; Al-Salem, 2009). To increase market share and minimize risks of failure of new products, Islamic banks must understand and incorporate the concept of consumer innovativeness in their marketing strategies. Consumer innovativeness is defined as "the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the average member of a social system" (Rogers 2003, p. 22). Some previous researchers have their own different view of the concept and has coined it as "global" or "innate innovativeness" defined as "the degree to which an individual is receptive to new ideas and make innovative decision independently of the communicated experience of others" (Hirschman, 1980; Midgley and Dowling, 1978). Global or innate innovativeness is a personality trait possessed to a higher degree by all consumers, assuming that in their daily economic activity, every individual consumer adopts some products or services perceived by him as something new in the context of his individual life. Thus, global or innate innovativeness is considered as broad and an abstract personality trait (M. McCarthy, O'Sullivan, and O'Reilly) and measuring consumer innovativeness based on this conceptualisation is of little relevance to marketers. Consistent with the present study is domain-specific innovativeness which Midgley and Dowling (1978, p.230) discovered to learn about and adopt new products within specific domains of interest. However, Goldsmith and Hofacker (1991) conceptualized and validated the domain-specific scale to measure the key to new product success.

Several empirical works were undertaken to ascertain the relationship between domain-specific innovativeness and intention to adopt. The most explored area is in the context of online purchasing (Agarwal and Prasad, 1998; Citrin, Sprott, Silverman, and Stem Jr, 2000; Goldsmith, 2011; Lassar, Manolis, and Lassar, 2005; Nirmala and Dewi, 2012), mobile technology (Goswami and Chandra, 2013), online travelling (Lee, Qu, and Kim, 2007) and automotive interior (Hoffmann and Soye, 2010). For instance, Goldsmith and Hofacker (1991) conceptualize and measure consumer innovativeness at product level such as fashion, rock music and scent innovativeness based on domain-specific innovativeness scale. The result of the analysis revealed that domain specific innovativeness is a robust scale that can be adopted in different product categories. It was also discovered that domain specific scale has a positive and significant relationship with intention. In another study, Goldsmith et al., (1998) studied transnational consumer reaction to new products using undergraduate students in business and marketing classes at southeastern university, university of Berlin and Ecole Nationale Supérieure d'Agronomie in United States, Germany and France respectively. Both exploratory and confirmatory factor analysis measures were carried out and consumer innovativeness was found to be positively correlated with product usage, product knowledge and involvement and uncorrelated with opinion seeking. Further, Agarwal and Prasad (1998) investigated consumer innovativeness as an independent and moderating variable between the antecedents as well as the consequences of perceived risks and usage intention in the domain of information technology. A multiple regression analysis of 175 MBA students' respondents revealed that consumer innovativeness only moderated the relationship between compatibility and usage intention. On the other hand, consumer innovativeness was found to have significant correlation with intention to use the World Wide Web. In another study Cintrin et al., (2000) conducted an empirical study to investigate the extent to which innate and domain-specific innovativeness explain the conditions under which 403 undergraduate students move from general Internet usage to a product purchase through the World Wide Web. Findings

from the multiple regression analysis suggested that higher World Wide Web use is associated with an increased amount of Internet product purchases. Interestingly, domain-specific innovativeness was found to moderate the relationship between internet usage and student's purchases. Similarly, Lassar et al., (2005) studied 349 college students in the eastern United State on the role of consumer innovativeness between internet attitudes, internet self-efficacy and online banking adoption, while personal characteristics were considered as control variables. Logistic regression analysis confirmed the positive relationship between domain-specific innovativeness (internet related innovativeness) and online banking adoption and that innate innovativeness is negatively related to online banking. In addition, Yi et al., (2006) studied moderator model and direct determinant model using 634 respondents to measure consumer innovativeness using the two measures of adopter category innovativeness (ACI) and personal innovativeness in information technology (PIIT). Study 1 examined online purchasing of 412 respondents, while study 2 examined individual digital assistant adoption of 222 healthcare workers. Findings from the study indicated that consumer innovativeness is a direct determinant of the innovation characteristics (perceived usefulness, perceived ease of use and perceived compatibility) and that ACI and PIIT share some similarities. The ACI measure allows individuals to be classified into adopter or non adopter categories.

Lee, Qu and Kim (2007) studied how 208 online traveller customer's intention may change according to their innovativeness level by utilizing the theory of reasoned action. The results of analysis from inter-correlations matrix, mean, standard deviations and regression analysis indicated that consumer innovativeness moderated attitude to intention to search and intention to purchase. In sum, the higher the level of online traveller's innovativeness, the greater will be the chance that attitude would influence higher intention to search and higher intention to purchase. However, personal innovativeness did not moderate the relationship between subjective norm and intention to purchase. Based on the above empirical study we proposed the following hypothesis:

*H1: Consumer innovativeness influences the level of intention to adopt Islamic banking in Northern Nigeria.*

## Attitude

Attitude is a term which has gained much popularity and recognition with the publication of LaPieres study (Armitage and Christian, 2003). There are so many definitions of attitude as there are numerous researchers. In most cases the meaning is implicit rather than explicit (Ajzen, 2001; Bain, 1928; Fishbein and Ajzen, 2005). For the purpose of our study, we limit our search engine to the definitions given by theories predicting consumer behavior such as the theory of reasoned action [TRA] (Ajzen and Fishbein, 1977) and the theory of planned behavior [TPB] (Ajzen, 1991). According to these two theories, attitude refers to the evaluative effect of positive or negative feelings of individuals in performing a particular behavior (Ajzen, 1991; Ajzen and Fishbein, 1977; Amin et al., 2011). Attitude is the summation of people's belief about behavioral consequence and their evaluations of those consequences (Sparks and Shepherd, 1992). The relationship between attitude and behavioral intention has already being documented by a number of academic scholars such as in the context of *Halal* food purchasing and consumption behaviour (Alam and Sayuti, 2011; Bonne, Vermeir, Bergeaud-Blackler, and Verbeke, 2007; Lada et al., 2009), Islamic Insurance (Rahim and Amin, 2011), Islamic Pawn Shops (Amin and Chong, 2011), Islamic accounting course (Amin et al., 2009), Islamic home financing (Alam et al., 2012; Amin et al., 2012, 2013; Taib et al., 2008), Islamic personal financing (Amin et al., 2010; Amin et al., 2011), Islamic credit cards (Amin, 2012, 2013) and Islamic mobile phone banking (Sun et al., 2012).

For instance, Bonne et al., (2007) conducted their cross sectional study to investigate the determinants of *Halal* meat consumption within 576 Muslim migrants in France. Attitude, subjective norm and perceived behavioral control, were tested empirically using Muslim self identity and acculturation as a moderating variable. Findings from the independent t-tests, correlation and multiple regression analysis indicated that consumer's positive attitude have a significant relationship with intention to purchase *Halal* meat among the immigrants. Similarly, Lada et al., (2009) examined responses on customers' intention to choose *Halal* product in Malaysia with a one short spot survey that elicited 485 customers using a convenience sampling technique. Findings from the regression analysis revealed that subjective norm predicted intention better than attitude and that there is positive correlation between subjective norm and attitude in choosing *Halal* products. Similarly, Alam and Sayuti (2011) investigated *Halal* food purchasing behaviour among consumers in Malaysia. Findings from the multiple regression analysis containing 251 respondents indicated that consumers attitude have positive and significant influence on *Halal* food purchasing intention. This study indicated that consumption

intention behaviour particularly with respect to *Halal* food was much more affected by once positive belief and feelings. Generally, this study is consistent with the previous studies (Bonne et al., 2007; Lada et al., 2009). Another area in which academic scholars acknowledged the influence of attitude and its role on intention and which is relevant to Islamic banking is in the context of Islamic Insurance [*Takaful*] (Husin and Ab Rahman, 2013; Rahim and Amin, 2011). To substantiate our argument, Rahim and Amin (2011), studied 176 Islamic banking customers in Malaysia. Attitude, subjective norm and amount of information were subjected to multiple regression analysis. The result indicated that attitude has positive and significant relationship with intention to accept Islamic Insurance (*Takaful*).

This implies that customers of Islamic banking were motivated by their salient belief about *Takaful* business in Malaysia. In another study of attitude toward Islamic pawn shop (*Ar-Rahn*), Amin and Chong (2011) analysed a total of 221 usable responses generated from Islamic banking customers for *Ar-Rahnu* Islamic method of collateral security (mortgage) in Kota Kinabalu, Eastern Malaysia. Findings from the structural equation modelling (SEM) revealed that attitude is positively and significantly correlated with usage intention. This indicated that intention to adopt Islamic pawn shop depend on individual silent belief and the evaluation of this belief. In another closely related study of students' enrolment into Islamic accounting course, Amin et al., (2009) focussed on examining the acceptance level of Islamic accounting course by 135 undergraduate students at the University Malaysia Sabah (UMS) employing the theory of reasoned action. Findings from correlation and structural equation modeling (SEM) indicated that attitude predicted intention to enroll into an elective course. The discovery is consistent with previous studies (Bonne et al., 2007; Taib et al., 2008). A hypothesis relevant to this finding is:

*H2: Attitude influences the level of intention to adopt Islamic banking in Northern Nigeria.*

### **Social influence**

Social influence can simply be defined as the individual perception of the likelihood of significant others to approve or disapprove behavior and the motivation to comply with those perceptions (Ajzen, 1991; Ajzen and Fishbein, 1977). To elaborate more differently, subjective norm is the social pressure to act in a particular manner taking into cognizance the positive or negative consequences emanating from people that can exert their influence on someone's action. Parents, spouse, peers, religious organizations et cetera are the most frequent examples cited by researchers (Kalafatis, Pollard, East, and Tsogas, 1999; Rahim and Amin, 2011). The term social influence appears to be used synonymously or interchangeably with subjective norm (Amin et al., 2011; Bonfield, 1974; Ravis and Sheeran, 2003; Ryan, 1982; Venkatesh and Morris, 2000; White, Smith, Terry, Greenslade, and McKimmie, 2009). Subjective norm is one of the important construct that influence behavioral intention and it has been explored in various fields including food purchasing behavior (Alam and Sayuti, 2011; Bonne et al., 2007; Lada et al., 2009), Islamic home financing (Alam et al., 2012; Amin et al., 2012, 2013), Islamic personal financing (Amin et al., 2010; Amin et al., 2011), Islamic credit cards (Amin, 2012, 2013), Islamic Insurance (Rahim and Amin, 2011), Islamic Pawn Shops (Amin and Chong, 2011) and enrolling in Islamic accounting course (Amin et al., 2009).

For instance, in the context of food purchasing behavior, Bonne et al., (2007) conducted an empirical study in France to determine the factors influencing *Halal* meat consumption within 576 Muslim migrants. Social influence was examined in relation to Muslim self identity and acculturation as a moderating variable between attitude, subjective norm and intention. Findings from the independent t-tests, correlation and multiple regression analysis indicated that customer claims to be influenced by family, friends and religious institutions and that subjective norm positively predicted Muslim purchase intention of *Halal* meat. Similarly, the study of Lada et al., (2009) on intention to choose *Halal* product in Malaysia using responses from 485 customers through convenience sampling technique indicated positive relationship between social influence and intention. Findings from the regression analysis revealed that subjective norm predicted intention better than attitude and that there is positive correlation between subjective norm and attitude in choosing *Halal* products. Findings from this study is of particular importance to practitioners who will have to explore the relevance of family, friends and relatives in designing marketing strategy for *Halal* product, although the sample used was convenient sampling technique which has a lot of limitations in the context of valid and reliable data collection technique. Alam and Sayuti (2011) investigated *Halal* food purchasing behaviour among consumers in Malaysia. Findings from the multiple regression analysis containing 251 respondents indicated that subjective norm have positive and significant influence on *Halal* food purchasing intention. This study indicates that consumption intention behaviour of Malaysians particularly with respect to *Halal* food was

much more influenced by once attachment to his family, friends and relatives. The study is consistent with the previous studies (Bonne et al., 2007; Lada et al., 2009). Subjective norm has also been studied in the context of Islamic insurance (*Takaful*) (Husin and Ab Rahman, 2013; Rahim and Amin, 2011). Specifically, Rahim and Amin (2011), studied the determinants of *Takaful* acceptance among 176 Islamic banking customers in Malaysia. Attitude and subjective norm were analysed using multiple regression analysis and the result of the empirical analysis indicated that subjective norm was positively related with intention to accept Islamic Insurance (*Takaful*). This implies that customers of Islamic banking were motivated by significant others about *Takaful* business in Malaysia. In another empirical study, Amin and Chong (2011) studied the intention of customers to adopt Islamic pawn shop (*Ar-Rahn*). A total data of 221 usable responses generated from Islamic banking customers on the applicability of the theory of reasoned action (TRA) for *Ar-Rahn* Islamic method of collateral security in Kota Kinabalu, Eastern Malaysia was computerised and analysed using structural equation modelling (SEM). Subjective norm was found to have positive correlation with usage intention. This indicated that intention to adopt Islamic pawn shop depend on wishes of other people and the motivation to comply with these wishes. Islamic banking managers and other relevant authorities should be conscious of this discovery when conceiving a new marketing strategy for Islamic mortgage. In another interesting study of students' enrolment into Islamic accounting course, Amin et al., (2009) focussed on the acceptance level of Islamic accounting course by 135 undergraduate students at the University Malaysia Sabah (UMS) employing the theory of reasoned action. Findings from the correlation and structural equation modeling (SEM) indicate that subjective norm predicted intention to enroll into an elective course such as Islamic accounting. The discovery is consistent with previous studies (Bonne et al., 2007; Taib et al., 2008). Findings from the above empirical studies support the influence of social influence on intention to adopt Islamic banking and therefore we proposed the following hypothesis:

*H3: Social influence influences the level of intention to adopt Islamic banking in Northern Nigeria.*

#### **Perceived behavioral control**

Perceived behavioral control is simply defined as people's perceptions of their ability to perform a given behavior (Ajzen, 1991, 2011). Perceived behavioral control measures the degree to which a person has control over his behavior and how confident he feels about being able to perform or not to perform the behavior. On the other way round, perceived behavioral control can be termed as the beliefs regarding access to resources and opportunities needed to perform a behavior (Ajzen, 1991). This is compartmentalized into the resources and opportunities with which a person utilizes to achieve a desired behavior such as access to money, time and other resources and the individual's self-confidence and ability to perform the behavior. The concept of perceived behavioral control is synonymous with the concept of Bandura's perceived self-efficacy (Bandura, 1977; Wood and Bandura, 1989), which is concerned with the determination of how well one can plot to deal with a specific situation. People's behaviors are the outcome of their confidence and ability to accomplish the behavior. Thus, besides satisfying the two simultaneous conditions of the theory of reasoned action (attitude and subjective norm), a third conceptualized measure should predict intention. The concept of perceived behavioral control has been investigated empirically and findings demonstrate that it predicted intention (Alam et al., 2012; Alam and Sayuti, 2011; Amin, Ab Rahman, and AbdulRazak, 2012; Amin et al., 2013; Chou, Chen, and Wang, 2012; Echchabi and Aziz, 2012; Golnaz et al., 2010; Wang, Chen, Chang, and Yang, 2007).

Specifically, Bonne et al., (2007) conducted their cross sectional study of *Halal* meat consumption among Muslim in France, using 576 Muslim migrants. Perceived behavioral control was examined in relation to Muslim self identity and acculturation in relation to intention to consume *Halal* meat. Result from the independent t-tests, correlation and multiple regression analysis shows that Muslim consumers were influenced by control factors and that perceived behavioral control positively predicted Muslim purchase intention of *Halal* meat. Alam and Sayuti (2011) investigated perceived behavioural control to examine *Halal* food purchasing behaviour in Malaysia. Data were collected through self-administered questionnaires and multiple regression analysis was employed to identify the factors influencing *Halal* food purchasing behaviours among Malaysian consumers. Findings from the multiple regression analysis indicated that perceived behavioural control have positive and significant influence on *Halal* food purchasing intention. This indicates that consumer's income as one of the determinants of demand played a significant role in this respect.

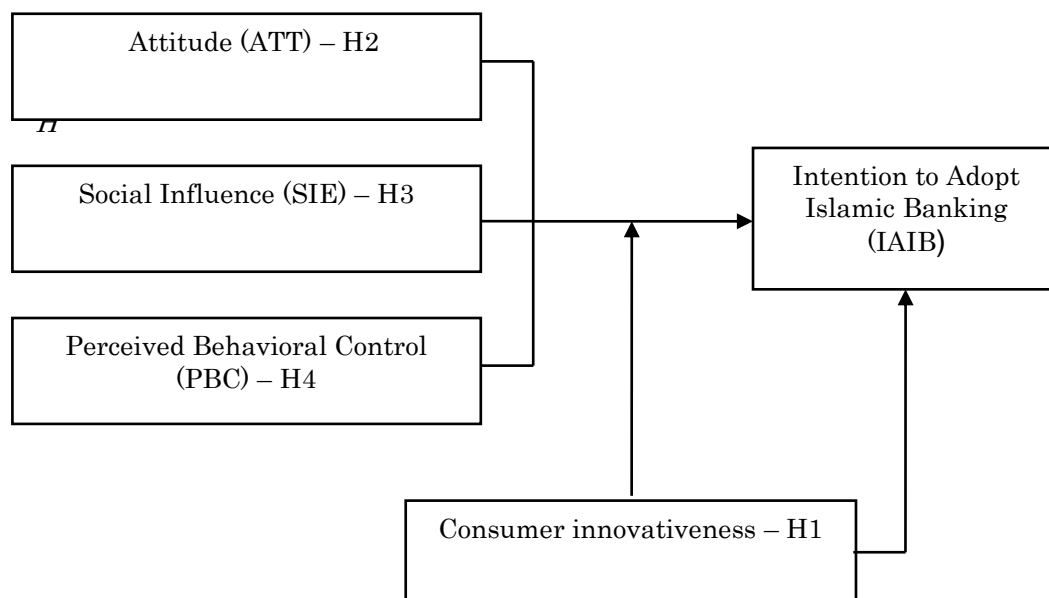
In an attempt to understand intention behaviour among Islamic banking customers in Morocco, Echchabi and Aziz (2012) employed decomposed theory of planned behaviour with multiple regression and t-test analysis on 146 respondents. The result showed that facilitating conditions was found to have a significant influence on perceived behavioural control while self efficacy have an insignificant influence on behavioural control and that perceived behavioural control was found to have a significant impact on the intention to adopt Islamic banking services in Morocco. This study indicates that facilitating conditions such as regulatory framework, *Shari'ah* advisory boards should be taken seriously by marketing engineers for Islamic banking products and services to be adopted by customers. Control factors were also investigated in the context of *Musharakah-Mutanaqisah* (home financing). Amin et al., (2012) found out customer's intention among 168 respondents in Malaysia when structural equation modeling (SEM) was employed to measure perceived behavioral control. The result indicated a positive and significant relationship between perceived control and intention to adopt *Musharaqah-Mutanaqisah*. This means that people's ability in terms of money and resources have a significant effect on customer's intention and behavior. Moreover, Alam., et al (2012) studied *Musharakah-Mutanaqisah* and the influence of religiosity on intention to adopt the facility. Based on their findings, perceived behavioural control proved relevant in the study. The study recommended government intervention through its policies by providing positive motivation to first time buyers of the financial service. Amin et al., (2013) utilize an integrative approach to study the relationship between perceived behavioral control on intention to adopt Islamic home financing in Malaysia. Partial Least Square (PLS) analysis was employed on 237 respondents to test the hypothesized relationships. Findings from the documented analysis support the role of perceived behavioral intention to adopt Islamic home financing and therefore we proposed the following hypothesis.

*H4: Perceived behavioral control influence the level of intentionto adopt Islamic banking in Northern Nigeria.*

## PROPOSED RESEARCH FRAMEWORK

Taking stock from preceding literatures and discussion, we proposed a conceptual research framework as depicted in the diagram below.

Figure 1: Proposed Research Framework



The above research framework shows the relationship between consumer innovativeness, attitude, social influence, perceived behavioral control and intention to adopt Islamic banking in Northern Nigeria. In addition, it is expected that consumer innovativeness as a personality trait and a key to new product success is to influence customer attitude, social influence and perceived behavioral control

through the qualities possessed by consumer innovators as revealed in some previous studies. Innovative consumers adopt earlier than the average member of their community, they are relied upon for more information about the advent of new products and their opinion are typically accepted by, and influence later adopters.

## CONCLUSION

This conceptual paper provides a theoretical discussion of factors that influence customers' intention to adopt Islamic banking. If the framework is validated, findings can be of a vital importance to academic researchers and marketing engineers for effective marketing strategies to enhance Islamic banking adoption.

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